

A Comparative Study of Cultural Tourism Policy in Isfahan: A Comparison of Rafsanjani, Khatami and Ahmadinejad's Governments

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Abstract

The present study aims to comparatively examine the cultural tourism policy of the three post-war governments of (Hashemi, Khatami, and Ahmadinejad) and review the policies of the government and related organizations in the tourism industry in the post-war economic and cultural development programs supervised by Hashemi, Khatami and Ahmadinejad governments. The research method was survey type and data gathering tool was a researcher made questionnaire. Based on this, 237 experts on cultural tourism as well as domestic cultural tourists in Isfahan province completed the questionnaires. The findings of the research indicate that the average of effective management component has been higher in Khatami's presidential term than Hashemi's and higher in Hashemi's period than Ahmadinejad's respectively. Considering political interaction, the average was higher in the Khatami's period than Hashemi's and it was higher during Hashemi's period than during Ahmadinejad's. Also regarding credit allocation, the average of this component was higher in Khatami's period than during Hashemi's presidential term and higher in the Ahmadinejad period in comparison with that of Hashemi's. Taking cultural policies prioritization into account, it can be said that the average of this component has been higher in Khatami's period than Hashemi's and Ahmadinejad's respectively. And finally, the average component of macro strategies was higher in Khatami's presidential term than Hashemi's and higher in the Hashemi's period than Ahmadinejad's period.

Keywords: Policy making, Cultural Tourism, Ahmadinejad's Government, Khatami's Government, Hashemi Rafsanjani's Government

Introduction

Tourism industry in Iran has very high capabilities in terms of the type of climatic diversity, ancient culture and history, the existence of many ancient artifacts and natural and spectacular attractions, and it is always said that Iran is one of the tenths or is the fifth country in the world in the field of tourism. But among the 150 member countries of the World Tourism Organization, it is 75th in terms of tourism, and while over the years, there has been a great deal of cost for the boom of this industry and attracting tourists, it is still at the beginning of the road and again, while according to statistical data, the amount of money that travels through the world through tourism over a year is about 2.5 times the annual revenue of OPEC member countries from the sale of oil, Iran's share is about one tenth of a percent (Sa'idi et al., 1391: 35). Therefore, despite the economic and non-economic importance of tourism as a world-class industry, Iran still has a far-reaching global average. This issue can have many reasons, but one of the most important reasons is the policy of tourism by governments. The role of government in the tourism industry is an undeniable and irreplaceable alternative to other parameters such as individuals, groups and transnational

actors. This industry cannot continue to survive without government intervention, because only governments are capable of providing political stability, security, the rules and financial frameworks required by this sector and able to provide the necessary services and facilities and basic infrastructure. In addition, only governments can negotiate with other governments and agree on issues such as the form of immigration or flight and landing in the national territory (Banadarvish, 2003: 23)

Therefore, it is obvious that governments have a fundamental role in tourism policy. But the more fundamental issue is that such policies have general aspects. The condition of general perception of any policy is that it has been drafted by the state and government agencies, or at least the government and its government agencies have controlled or endorsed it (Hogwood & Gunn, 1984: 23, quoted from Saeedi and Colleagues, 2012: 35). In addition, foreign policy and political relations, which are mainly within the realm of state responsibility, may affect tourism policy in the first phase and tourism itself as an industry in the second phase. International tourism, to a large extent, depends on the communication and cooperation of countries, with a complex network of rules, regulations and policies (Timothy & Hung, 2007: 1032). On the other hand, security is considered as the most important factor in the development of tourism development strategies in the world and is directly related to tourism. Because one of the most important factors threatening people's presence in public spaces is fear and insecurity. The insecurity of places and public spaces disrupts vitality and health in everyday life, and imposes high costs on the community by creating a barrier to cultural growth and public participation (Kamran & Shoa Barbadi, 2010: 2). This factor is directly and indirectly influenced by government policies in the field of tourism in particular cultural tourism.

As stated, the role of governments and their policies in the field of cultural tourism is of great importance. This is more important for cultural tourism because its greatest number is related to foreign tourism. Political relations, security, resource allocation, foreign investment in the cultural tourism industry and etc. are among the most important components in this field. However, it is undeniable that governments, with their own policies in the field of cultural tourism, can both help to strengthen this industry and be an obstacle to its strengthening. One of the main destinations of tourism in the world, however, is the metropolis of religious and cultural cities (Gil & Curiel, 2008). Meanwhile, if we consider the role of the big cultural cities in the field of tourism, like the metropolis of Isfahan as one of the cultural centers of the Islamic world, we will see the growing role of metropolitan cities in the world of Islam and Iran in the field of tourism. The city of Isfahan, as a historical, cultural city with plenty of tourist and recreational attractions, has a great potential for attracting tourists. But in most studies, only the historical features of this city have been studied and the role of cultural sites in tourism and attracting tourists has been neglected to the point where the cultural tourism industry in Isfahan seems to be weak and inadequate. This obsolescence of the cultural tourism of the city of Isfahan can be attributed to the incorrect policies of governments in Iran. The question is, how was the performance of post-war governments regarding tourism policies regarding cultural tourism in Isfahan? Which one of the governments is more powerful and which one is weaker? Which policies have been optimal in this regard? What has been the policy trend in post-war government plans? In this study, we try to address the policies of the three post-war states regarding cultural tourism in the city of Isfahan and to study them comparatively. Therefore, the basic questions that the present study seeks to answer are “how was the policy of cultural tourism in the governments of Rafsanjani, Ahmadinejad and Khatami?” and “what types of differences did they have with each other?”

Review of Literature

Wang and Ap (2012) studied the factors influencing the execution of tourism policy in China in a study entitled "Factors Influencing the Implementation of Tourism Policy: A Conceptual Framework for the Study of China". Four important factors were identified in this study: economics and environment, organizational hierarchy, inter-organizational relationships, and interest groups effective in executing tourism policies. Finally, this study examined the effect of each of these factors on China's tourism industry. Rojas (2012) in a study titled "Mexican Tourism Policies Encrypted in Relative and Competitive Advantage" analyzed the policies of the Mexican government based on two approaches. The first approach was the relative advantage where the boundary of the land was considered as a passive factor that does not matter, and another approach was the competitive advantage that considers active agents in the realm that determine the regional and local benefits. In this study, a case study was also carried out at Bahia De Banderas to examine how these tourist policies were pursued. Shojaei and Nouri (2007) in a study entitled "The study of government policies in the tourism industry and the chariot of the sustainable development model of the country's tourism industry" reviewed government policies in the tourism industry and presented a sustainable tourism development model for the country. The results of the research showed that tourism policies in each of the five-year plans, including the third development plan suffered from lack of a certain policy model, and in particular the lack of attention to basic policy indicators such as concentration and cohesion in goals, a systematic and integrated view among policymakers the degree of policy responsiveness, and the effective system of response and evaluation of performance. Sa'idi et al. (2012) in a study entitled "The main obstacles to tourism policy making from the view point of the elite" sought to answer the question of why, in spite of tourism policies and planning in Iran, we have not been able to develop in this field. Apart from the shortages and existing physical barriers, it seems that there are even more important factors and barriers that are in front of the expansion of this industry. In order to understand these obstacles and explain them, we have tried to get opinions of a number of elites in this field and analyze them. In this paper, the qualitative study method has been considered for collecting and analyzing elite narratives. Findings of the research show that some elites consider obstacles such as lack of physical infrastructure and lack of investment as the main reason for the lack of tourism development, while others point to cultural and intellectual barriers that prevent us from achieving our goals. Eghbali et al. (2016), in a research entitled "Typology of Cultural Tourism Impact (Case Study: Pilgrims and Tourists of Mashhad)", explored cultural tourism in Mashhad using the ideas of the three-dimensional motivation, attitude and capital of Bourdieu. The required information was collected using a questionnaire with sample size of 302 pilgrims and tourists from Mashhad in Nowruz 2013. According to the findings of the study, cultural tourists were divided into three categories: "Special cultural tourists" include tourists whose destination is cultural destination, " General cultural tourists" include tourists who visit cultural destinations in their travels, and " Accidental cultural tourists " who visit cultural destinations accidentally without knowing it. The results of the research reveal that facilities and, attitudes toward cultural travel and motivation for cultural travel are effective. Zare Eshkazari et al. (2015) in a study entitled "Factors Influencing the Development of Cultural Tourism with the Approach of Foreigners Recruiting in Central Iran: Case Study: Yazd City" have examined the factors influencing the development of cultural tourism from the viewpoint of foreign tourists in Yazd. It was an applied research based on descriptive-analytic method. The statistical population consisted of 169 foreign tourists in 2014 based on Cochran sampling as well as systematic approach. In their study, the library and documentary materials have been used to collect

information. Findings of the research show that 66.9% of foreign tourists believe that the lack of management and non-implementation of projects in the field of cultural tourism can greatly make the development of cultural tourism face serious problems. In this regard, 75.2% of tourists view the impact of effective advertising including historical, traditional, and desert architecture values very important in attracting cultural tourists.

Theoretical Literature

Cultural Tourism

By nature, tourism is a cultural affair before it is an economical phenomenon in a way that many cultural works are shaped around it. Tourism makes human beings familiar with geographical spaces, humans and other cultures. This familiarity serves as an introduction to human more recognition of one self. This is while culture is considered as the main attraction of tourism. Without a culture that creates differences, everything will be alike and tourism will no longer be objective. Therefore, the issue of culture in tourism is a matter of economic importance (Papeli Yazdi and Saghaei, 2006: 87) Cultural tourism is the concept of visiting local communities, communicating with indigenous people, and the like, staying in native and rural huts, and participating in the way of life in the area in question and participating in the rituals of their mourning and joy that it is a memorable one for tourists and (Hajipour, 2009: 40)

Cultural tourism is also a kind of tourism that is carried out to recognize civilization, culture, customs and traditions of a group, society, region or country through visiting ancient buildings and architectures of various historical periods, museums and participating in artistic festival. Cultural tourism wants to get acquainted with the culture of different regions and explore cultural perspectives of human societies and their perception. The host community can benefit from tourism to introduce its culture and promote it. -tourism can introduce the culture of the host community to other communities and cultures. This work is like advertising for a gem, which every society preserves as shellfish. Also, tourism creates an opportunity for residents to offer their culture directly, without intermediaries and in real form to their enthusiasts. This practice enhances the pride and correlation of the host society and increases their tolerance to other cultures (Kazemi, 2006: 106-105).

Cultural tourism has close ties with cultural attractions. Cultural attractions include all the exterior and cultural manifestations of each country's culture that can be seen, displayed or presented. These attractions are part of the tourism product and are divided into soft (spiritual) and hard (material) attractions. The cultural attractions include historic sites, museums, architecture, religious buildings, cultural centers and contemporary residential centers.

In general, cultural attractions include:

1. Historical attractions and human civilization, such as ancient artifacts and museums, and the living legacy of the past
2. Religious attractions such as beliefs, religious ceremonies, etc.
3. Social attractions such as general public culture and the characteristics of governments
4. Anthropological and folklore attractions such as ceremonies and cultural traditions of different ethnic groups of national celebrations and ceremonies
5. Technological attractiveness, such as technology engineers, trade and industrial fairs
6. Sports Attractions
7. Educational and research attractions, universities and research centers

Historical district of cities is a valuable architectural legacy of our past. This part of the city is a manifestation of the economic, social and cultural dimensions of the people who have spent their lives in historical periods in this part of the city and recorded its cultural identity.

Therefore, preservation, restoration and regeneration and their adaptation to urban system is one of the necessities that can advance the life of the historical area in line with the city (Khalilabad Abolition Station, 1999).

However, cultural tourism may also affect the host society

The main negative impacts of tourism on the host society are:

Destruction of Cultural Heritage: Excessive visits of important historical sites by tourists may lead to their destruction gradually. This devastation may be due to the lack of attention to the capacity of the site or the profitable activities of untrained tourists

Cultural Transmutation: Due to the particular fragility of cultural heritage, tourism development may damage the authenticity of local cultural patterns.

Locals who live in a traditional way may be disturbed in their contact with tourists forever.

Cultural Invasion: the validity and authenticity of religious rituals, habits and traditions, celebrations and plays, crafts, music and other cultural patterns may be lost, in other words, local values may become commodities due to extremes in creating the attractiveness of tourism and the excessive trade- like behavior toward cultural influences for tourism purposes, In addition, due to the consumerism of tourists, people especially the young as tourism objectives may be tempted by foreign tourists and imitate the behavioral patterns of tourists. Such imitation occurs without recognizing the difference between cultural backgrounds and socio-cultural status of tourists. Also, unbalanced exchanges between tourists and locals may lead to antisocial behavior in the young people.

Cultural abnormalities: Misunderstandings may arise due to differences in language and habits between local residents and tourists (Papeli Yazdi and Saghaei, 2006).

Policy Making

As Hoges (1998) suggests, the separation of "managing the organization" from the idea of "management or policy" is difficult. Policy-making from a perspective is also a matter of decision-making, because when a policy is set, a decision is made; The difference is that the policy is higher and more fundamental than secondary decisions (submission, 1999) The word "policy" refers to the stated tendencies of parties in elections, general laws like foreign policy, government decisions as a written policy, and even in a broader sense, such as "what the government does ". Some of the features of public policy are: cohesiveness, integration, concentration, flexibility, risk taking, dynamism, accountability and responsiveness (Badie, 2000). Among other features that increase the power and efficiency of decisions are:

Extraction Capability: It is possible to discover the material and human resources necessary to achieve the desired goals of the system.

Adjustment Ability: Enables adequate and consistent supervision of the system over individuals and groups.

Responsiveness: It shows the degree of sensitivity of the system and its skill in satisfying the demands (Akhavan Kazemi, 2014: 12)

Regarding the policy making patterns, we can point to the efforts of Alison, the management theorist in the 1960s and 1970s, who over the course of two decades categorized policy making pattern into four groups (Shojaee and Nouri, 2007):

Rational Patterns

In the rational process of policy-making, the formation of a policy is derived from tool-goal analysis and a policy is good if it can provide the most suitable tools for achieving the most desirable goals (Shfritz & Hyde, 2004). This model involves stages of setting goals, designing solutions, examining outcomes, and choosing the way to best meet the goals (Denhard, 2003).

Systematic Patterns

The basis of this pattern is asking the questions that addressing them allow policy making (Chandler, 2000). In this model, decisions are not the results of deliberate choices, but should be viewed as the returns of organizational processes that are affected by current organizational affairs. Accordingly, despite the impact of organizational processes, executive leaders can influence decision-making, but these effects are much more limited than complete control and can be applied through organizational processes (Alvani, 2005). Allison has argued that decisions are not considered as deliberate choices, such as the first model, but are regarded as the achievements of organizational processes (Schwank, 1991)

Political Patterns

Based on the third pattern, Alison views the pattern of bureaucratic politics as a result of political decisions or as a negotiation between individuals. In this model, the organization is presented as a negotiating table, and the way power is distributed affects decision outcomes. In describing this pattern, Alison claims that the consequences of the political games of the "decision-makers' negotiation between the people" are such that each of the decision-makers in foreign policy wants to achieve a particular goal, or a particular interpretation, of national interest. As a result, foreign policy decisions and actions are deemed as the result of political negotiations processes and the game of current power in decision-making organizations (Seifzadeh, 2003). This model is based on the assumption that the main mechanism of management is a political process of negotiation i.e. the skillful combination of coordination and contradiction in situations where there is mutual interdependency between elements (Schwank, 1991).

Combination Pattern

This pattern prevents us from relying on a particular methodology in policy making as the only appropriate method. Using this pattern, it is possible for policymakers to choose the best and most suitable method by using all available practices and patterns, and with regard to environmental conditions and circumstances, and to help them choose and set policy. In this pattern, a method is viewed as appropriate if it adapts to the cultural, political, legal, economic, administrative, organizational, technical, climatic, and geographical contexts of that particular society. Each environment influences the choice of the pattern and the appropriate method with respect to the subject, and according to these effects, it should adopt the appropriate method (Kiamanesh, 2003)

Research Hypotheses

- There is a significant relationship between the studied presidential terms (three post-war governments including Hashemi, Khatami, Ahmadinejad) and the effective management component in cultural tourism policies.
- There is a significant relationship between the studied presidential terms (three post-war governments including Hashemi, Khatami, Ahmadinejad) and the component of political interaction in cultural tourism policies.
- There is a significant relationship between the studied presidential terms (three post-war governments including Hashemi, Khatami, Ahmadinejad) and credit allocation in cultural tourism policies.

- There is a significant relationship between the studied presidential terms (three post-war governments including Hashemi, Khatami, Ahmadinejad) and the component of cultural policies in cultural tourism policies.
- There is a meaningful relationship between the studied presidential terms (three post-war governments including Hashemi, Khatami, Ahmadinejad) and the component of macro strategies in cultural tourism policies.

Methodology

The method of this study is a survey type. Also, the present study is a cross-sectional research in terms of time, applied in terms of nature and extensive regarding its scope. The statistical population of the study consisted of two sub-populations. First, all experts who have at least 4 years of scientific or executive activity in relation to the tourism industry, and secondly domestic tourists who have been traveling regularly for the purposes of tourism for the last 5 years, and have traveled to Isfahan province at the time of the study to visit the Historical monuments and museums of this province. Although information has been provided on the number of visitors to the monuments and museums of the province from 1996 to 2013, this information only provides researchers with initial estimates. To estimate sample size, based on 95% confidence level, 80% test power, two-domain hypothesis test, and correlation coefficient (between factors and periods) detectable at least 0.15 to 0.20, sample size was calculated using SPSS Sample Power software package. The results show that in order to achieve the capability of detecting the correlation coefficients of 0.15 and higher (absolute value), a maximum of 343 units of sample and at least 191 units of sample is required. Given the time constraints in the current study, the criterion was considered to be 0.18 and the sample size was determined to be 237.

In this way, according to the probabilistic sampling method (random sampling based on sub-populations studied including tourists and experts in tourism affairs), it is expected that at the 95% confidence level, the power of 80%, in the test in the case of eta correlation coefficient of 0.18 and higher between the five factors studied and the studied presidential terms (Hashemi, Khatami and Ahmadinejad) in the statistical population, we can recognize these correlations through collecting data from 237 persons.

Data Collection Instruments

In this research, a questionnaire was used to collect data. Based on theoretical and empirical basics of the research, the questions that measured the variables of the research were extracted from previous studies and after verifying their validity and reliability in the beginning stages, they were used to collect the required data in the final stage. In order to validate the questionnaire, two methods of content validity (formal) and confirmatory factor analysis technique were used. To verify the reliability of the questionnaire, Cronbach's alpha coefficient was used:

Table 1: Estimation of Cronbach's Alpha Coefficient for Research Variables

Row	Factor	Scale item number	Cronbach's Alpha Coefficient
1	Effective management	5	0/767
2	Political interaction	4	0/889
3	Credit allocation	11	0/909
4	Cultural policies	6	0/890
5	Macro strategies	5	0/803

The values for estimating the Cronbach's alpha coefficient in the table above indicate that the internal correlation between the periods related to the main concepts of the research is estimated to be high. Therefore, the measurement tools related to these concepts are of sufficient accuracy and in other words, are reliable.

Findings

The research findings will be presented in two parts: descriptive findings and analytical findings.

Descriptive Findings

According to the findings, 50.9% of the sample are between 35 to 40 years old, 17.7% between 40 to 45 years old, 29.1% between 45 to 60 years old and 2.3% over 60. In addition, 32% of the sample are women and the 67.2% rest are male. 17.7% of the sample had a diploma degree, 13.1% had an associate degree, 46.8% had undergraduate education and 22.4% had graduate studies and higher education. 7.3% of the sample have traveled once, 9.6% twice, 6.9% three times and 75.3% more than three times. In relation to the average index, the values of this index indicate that the average of cultural policy components in attracting tourists in terms of statistical sample is higher than the average or expected mean (3), in other words, the statistical sample of the research has evaluated the effect of each of these factors on attracting tourists above the average. Regarding the dispersion indices, the range of changes related to each of the cultural policy components is possible to exceed the minimum value up to the maximum. In other words, the dispersion of the data from the mean average is estimated to be at an average level. Regarding distribution indices, the negative value of the skewed distribution related to cultural policy components indicates the tendency of the values related to these components to the higher mean scores and the negative value of the **kurtosis** index of these components indicates the distribution of the values of these components at the curve level and in other words a relatively flat distribution of data. Also, the average of the effective management component in the second period - Khatami's presidency is higher than the average or expected mean score (3) and in two other periods is lower than this value. The average of the component of political interaction in the first period - Hashemi and the second period - Khatami is higher than the expected mean score (3) and in the third period - Ahmadinejad is below this value. The average component of credit allocation in the second period - Khatami is higher than the average or expected mean score (3) and in two other periods is lower than this value. The average of the prioritization of cultural policy in the second period - Khatami is higher than the average or expected mean score (3) and in two other periods is lower than this. The average of the components of macro strategies in the second period - Khatami is higher than the average or expected mean score (3), and in two other periods is lower than this.

Inferential Findings

The first hypothesis of the research is that there is a significant relationship between the studied periods (three post-war governments including Hashemi, Khatami, Ahmadinejad) and the component of effective management in cultural tourism policies. To investigate the above hypothesis, one-way ANOVA and ETA tests were used. Related estimates are reported in the following tables:

The values for estimating one-way ANOVA and the ETA test indicate that there is a significant relationship between the studied periods and the effective management component (Sig = 0.05). In other words, the average of the effective management component in the second period – Khatami is maximum and in the third period -Ahmadinejad is the least. Therefore, in order to

examine the more precise and detailed differences between the three periods in terms of efficient management, Tukey's post hoc test was used. Estimates for this test are reported in Table 3:

Table 2: Estimation of one-way ANOVA and ETA tests to investigate the relationship between the studied periods and the effective management component

Variable	Presidential term(period)	mean	Standard deviation	Homogeneity of variance		F Welch	Sig	ETA
				Levine statistics	Sig			
Efficient management	First period-Hashemi	2/86	0/59	9/40	0/001	84/11	0/001	0/45
	Second period-Khatami	3/48	0/72					
	Third period-Ahmadinejad	2/62	0/78					

Table 3: Estimation of Tukey's post-test test to examine the difference between the periods in terms of the effective management component

Variable	Period (presidential term)		Mean Difference	Sig
Efficient management	First period-Hashemi	Second period-Khatami	-0/61	0/001
		Third period-Ahmadinejad	0/24	0/001
	Second period-Khatami	Third period-Ahmadinejad	0/85	0/001

The estimates of Tukey's post hoc test in the above table indicate that there is a significant difference between the studied periods in terms of the mean of the effective management component (Sig = 0.05). In other words, the average effective component in the first period - Hashemi and the third period - Ahmadinejad is significantly lower than the second period - Khatami and also the average of this component in the third period - Ahmadinejad was significantly lower than the first period - Hashemi. Therefore, the components of effective management are estimated to be higher in the second period - Khatami than the first period - Hashemi and higher in the first period - Hashemi than the third period - Ahmadinejad. As a result, it is confirmed that there is a significant relationship between the studied periods (three post-war governments including Hashemi, Khatami, Ahmadinejad) and the component of effective management in cultural tourism policies. The second hypothesis assumed that there was a significant relationship between the studied period (three post-war states including Hashemi, Khatami, Ahmadinejad) and the component of political interaction in cultural tourism policies. To investigate the above hypothesis, one-way ANOVA and ETA tests were used. Related estimates are reported in Table 4.

The values for estimating one-way ANOVA and ETA tests indicate that there is a significant relationship between the studied periods and the political interaction component (\geq Sig0.05). In other words, the average of political interaction component in the second period -Khatami is maximum and in the third period- Ahmadinejad is the minimum. Therefore, in order to examine the more

precise and detailed differences between the three periods in terms of the political interaction component, Tukey's post hoc test was utilized. Estimates for this test are reported in table 5.

Table 4: Estimation of one-way ANOVA and ETA to examine the relationship between the period and the component of political interaction

Variable	Presidential term(period)	mean	Standard deviation	Homogeneity of variance		F Welch	Sig	Eta
				Levine statistics	Sig			
Political interaction	First period-Hashemi	3/22	0/74	15/51	0/001	343/92	0/001	0/68
	Second period-Khatami	3/81	0/75					
	Third period-Ahmadinejad	2/27	0/49					

Table 5: Estimation of Tukey's posttest to examine the difference between periods in terms of the component of political interaction

Variable	Period		Mean Difference	Sig
Political interaction	First period-Hashemi	Second period-Khatami	-0/59	0/001
		Third period-Ahmadinejad	0/94	0/001
	Second period-Khatami	Third period-Ahmadinejad	1/53	0/001

Estimates of the Tukey post hoc test in the above table indicate that there is a significant difference between the studied periods in terms of the mean of the political interaction component ($05/0 \geq \text{Sig}$). In other words, the average component of political interaction in the first period - Hashemi and the third period - Ahmadinejad is significantly lower than the second period - Khatami and also the average of this component in the third period - Ahmadinejad was significantly lower than the first period - Hashemi. Therefore, the component of political interaction is estimated to be higher in the second period - Khatami than the first period - Hashemi and higher in the first period - Hashemi than the third period - Ahmadinejad. Thus, this hypothesis i.e. "there is a significant relationship between the studied periods (three post-war governments including Hashemi, Khatami, Ahmadinejad) and the component of political interaction in cultural tourism policies" is confirmed. The third hypothesis of the research was that there was a significant relationship between the studied periods (three post-war governments including Hashemi, Khatami, Ahmadinejad) and the credit allocation component in cultural tourism policies. To investigate the above hypothesis, one-way ANOVA and ETA tests were used. Related estimates are reported in the following tables:

The values of one-way ANOVA and ETA tests indicate that there is a meaningful relationship between the studied periods and the component of credit allocation ($05/0 \geq \text{Sig}$). In other words, the average component of Credit allocation in the second period - Khatami is maximum and in the first period - Hashemi is minimum. therefore, for a closer and more detailed examination of

the difference between these three periods in terms of Credit allocation, the Tukey post hoc test was used.

Table 6: Estimation of one-way ANOVA and ETA to examine the relationship between the studied periods and credit allocation

Variable	Period	mean	Standard deviation	Homogeneity of variance		F Welch	Sig	Eta
				Levine statistics	Sig			
Credit allocation	First period-Hashemi	2/30	0/43	46/12	0/001	90/18	0/001	0/39
	Second period-Khatami	3/42	0/71					
	Third period-Ahmadinejad	2/90	0/93					

Table 7: Estimation of Tukey's posttest to examine the difference between the periods in terms of credit allocation

Variable	Period		Mean difference	Sig
Credit allocation	First period-Hashemi	Second period-Khatami	-0/72	0/001
		Third period-Ahmadinejad	-0/20	0/005
	Second period-Khatami	Third period-Ahmadinejad	0/52	0/001

Estimates of the Tukey post hoc test in the above table indicate that there is a significant difference between the studied periods in terms of the mean of the credit allocation ($05/0 \geq \text{Sig}$). In other words, the average component of credit allocation in the first period - Hashemi and the third period - Ahmadinejad is significantly lower than the second period - Khatami and the average of this component in the first period - Hashemi was significantly lower than the third period. Therefore, the component of credit allocation in the second period - Khatami is higher than the first period - Hashemi and in the third period - Ahmadinejad is higher than the first period of Hashemi. As a result, the research hypothesis: there is a significant relationship between the studied periods (three post-war states including Hashemi, Khatami, Ahmadinejad) and credit allocation in cultural tourism policies is confirmed. The fourth hypothesis of the research was that there is a meaningful relationship between the studied periods (three post-war governments including Hashemi, Khatami, Ahmadinejad) and the component of prioritization of cultural policies in cultural tourism policies. To investigate the above hypothesis, one-way ANOVA and ETA tests were used. Related estimates are reported in Table 8.

The values of one-way ANOVA and Eta test showed that there is a significant relationship between the studied periods and the cultural policy prioritization ($05/0 \geq \text{Sig}$). In other words, the average component of the cultural policy prioritization in the second period - Khatami is maximum and in the first period - Hashemi is minimal. Therefore, Tukey's post hoc test was used to investigate

the more precise and detailed differences between these three periods in terms of Cultural policy prioritization. Estimates for this test are reported in Table 9.

Table 8: Estimation of one-way ANOVA and ETA to examine the relationship between the periods and policy prioritization

Variable	Period	mean	Standard deviation	Homogeneity of variance		F Welch	Sig	Eta
				Levine statistics	Sig			
Cultural policy prioritization	First period-Hashemi	2/70	0/49	30/15	0/001	81/56	0/001	0/42
	Second period-Khatami	3/47	0/79					
	Third period-Ahmadinejad	2/79	0/87					

Table 9: Estimation of Tukey's posttest to examine the difference between the periods in terms of Cultural policy prioritization

Variable	Period		Mean difference	Sig
Cultural policy prioritization	First period-Hashemi	Second period-Khatami	-0/77	0/001
		Third period-Ahmadinejad	-0/09	0/365
	Second period-Khatami	Third period-Ahmadinejad	0/68	0/001

Estimates of the Tukey post hoc test in the table above indicate that there is a significant difference between the second period - Khatami with the first two - Hashmi and the third - Ahmadinejad in terms of the average of cultural policy prioritization ($05/0 \geq \text{Sig}$), while there is no significant difference between the two first periods - Hashemi and the third period - Ahmadinejad in terms of the mean of this component ($05/0 \leq \text{Sig}$). In other words, the average component of cultural policy prioritization in the second period - Khatami is significantly higher than the first period - Hashemi and the third period - Ahmadinejad. Therefore, it is estimated that the component of cultural policy prioritization in the second period - Khatami is higher than the first period - Hashemi and the third period - Ahmadinejad. Accordingly, the research hypothesis: there is a significant relationship between the studied periods (three post-war governments including Hashemi, Khatami, Ahmadinejad) and the cultural policy prioritization in cultural tourism policies. The fifth hypothesis of the study investigated this issue: there is a significant relationship between the studied periods (three post-war states including Hashemi, Khatami, Ahmadinejad) and the components of macro strategies in cultural tourism policies. To investigate the above hypothesis, one-way ANOVA and ETA tests were used. Related estimates are reported in the following tables:

The values for estimating one-way ANOVA and ETA tests indicate that there is a significant relationship between the studied periods and the component of macro strategies ($05/0 \geq \text{Sig}$). In other

words, the average component of macro strategies in the second period - Khatami is maximum and in the third period- Ahmadinejad is the minimum. Therefore, in order to investigate more precisely and more precisely the differences between these three periods in terms of the macro strategy component, Tukey's post hoc test was used. Estimates of this test are reported in Table 11.

Table 10: Estimation of one-way ANOVA and ETA to examine the relationship between the periods and the component of macro strategies

Variable	Period	mean	Standard deviation	Homogeneity of variance		F Welch	Sig	Eta
				Levine statistics	Sig			
Macro strategies	First period-Hashemi	2/93	0/61	9/17	0/001	72/87	0/001	0/43
	Second period-Khatami	3/54	0/76					
	Third period-Ahmadinejad	2/71	0/85					

Table 11: Estimation of Tukey's posttest to examine the difference between the periods in terms of the components of macro strategies

Variable	Period		Mean difference	Sig
macro strategies	First period-Hashemi	Second period-Khatami	-0/61	0/001
		Third period-Ahmadinejad	0/22	0/001
	Second period-Khatami	Third period-Ahmadinejad	0/83	0/001

The estimates for the Tukey post hoc test in the above table indicate that there is a significant difference between the studied periods in terms of the mean of the components of the macro strategies ($05/0 \geq \text{Sig}$). In other words, the average of the components of macro strategies in the first period - Hashemi and the third period - Ahmadinejad is significantly lower than the second period - Khatami and the average of this component in the third period - Ahmadinejad is significantly lower than the first period - Hashemi. Therefore, it is estimated that the component of macro strategies in the second period - Khatami is higher than the first period - Hashemi and in the first period - Hashemi is higher than the third period - Ahmadinejad. As a result, this hypothesis: there is a significant relationship between the studied periods (three post-war governments including Hashemi, Khatami, Ahmadinejad) and the component of macro strategies in cultural tourism policies, is confirmed.

Conclusions

The present study aimed at analyzing and comparatively studying the cultural tourism policy of the post-war governments (Hashemi, Khatami, Ahmadinejad) and analyzing the government's policies and related organizations in the tourism industry in economic and cultural development programs over the years supervised by the governments of the above-mentioned presidents. The

results of this study indicate that in the five categories examined in the cultural tourism policy, the category of efficient management in the first period - Hashemi and the third period - Ahmadinejad is significantly lower than the second period - Khatami and also the average of this component in the third period - Ahmadinejad is significantly lower than the first period - Hashemi. Therefore, the components of effective management during the Khatami period are higher than Hashemi's period and higher in Hashemi's presidential term than Ahmadinejad's. Considering political interaction, in the first period - Hashemi and the third period - Ahmadinejad is significantly lower than the second period - Khatami and also the average of this component in the third period - Ahmadinejad is significantly lower than the first period - Hashemi. Therefore, the component of political interaction during the Khatami's period is higher than Hashemi's, and in the Hashemi's period, higher than Ahmadinejad's. Also regarding credit allocation, in the first period - Hashemi and the third period - Ahmadinejad is significantly lower than the second period - Khatami and the average of this component in the first period of Hashemi is significantly lower than the third period of Ahmadinejad. Therefore, the allocation of credits in the Khatami's period is higher than Hashemi's, and in the Ahmadinejad's presidential term, it is better than Hashemi's. In the category cultural policy prioritization, it can be said that its average in the second period - Khatami is significantly higher than the first period - Hashemi and the third period is Ahmadinejad. Therefore, the component of the policy prioritization in Khatami's period is higher than the Hashemi's period and the Ahmadinejad's. In the area of macro strategies, the average component of macro strategies in the first period - Hashemi and the third period - Ahmadinejad is significantly lower than the second period - Khatami, and the average of this component in the third period - Ahmadinejad is significantly lower than Hashemi's period. Accordingly, the components of macro strategies in the Khatami's period are higher than Hashemi's, and in the Hashemi's period is higher than Ahmadinejad's period.

Therefore, the performance of Khatami's government in general has been better in the field of cultural tourism policy than Hashemi and Ahmadinejad's governments. It should be noted that the present research is part of a broader research in which deep interviews were conducted with experts in the cultural tourism field of Isfahan. Based on the findings of these interviews, the Ahmadinejad government performed better in the category of efficient management. In the political interaction category, Khatami's government had a better performance than the other two. Ahmadinejad's government has been better in the category of credit allocation than that of the other two governments, Khatami's government has worked better in cultural politics and in the context of macro scale strategies.

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